

CANADIAN MOVING PICTURE

**RAY LEWIS**  
EDITOR AND  
PUBLISHER  
**FILM BLDG.**  
277 Victoria St.  
TORONTO

# Digest

THIRTY-THIRD YEAR OF PUBLICATION 1915-48

Vol. 40, No. 8

TORONTO, CANADA

June 19th, 1948

## Can Paramount Sell It's Theatres To F-P?

**FAMOUS PLAYERS** Canadian Corporation is a subsidiary company of Paramount Pictures and is composed of partner-affiliates, and wholly-owned Famous Players theatres. Paramount is not involved, as a theatre circuit, in a foreign country, in the Divestiture Decree, at present being determined by the U.S. Federal Government, following the decision of the U.S. Supreme Court.

Since a layman cannot give a legal opinion, we must confine ourselves within the limits of the law and remain within the law in any opinion we hold.

The Divestiture proceedings involve five major companies, which are producer-distributor-exhibitor companies, and the Federal Government of the United States is dealing with the question of Divestiture, in relation to the operations of the defendants within the United States only.

At the present time there is what is termed a status quo; the defendants are not permitted to sell, or to buy theatres, either to their partner-affiliates, or from their partner-affiliates, nor are the defendants permitted to sell to any outside interests until the Federal Government arrives at a final decision in respect to its proposed decree.

It may be that the status quo relates itself only to the United States, and does not reach into countries, which are termed foreign and in which the defendants may have subsidiary affiliated theatre circuits, and producer-distributing companies.

We will deal with Canada, since Canada is closest to the United States, and we have in mind the Famous Players Canadian Corporation, a Paramount subsidiary company, and the various distributing companies which are operated by the respective Defendants in Canada.

We do not know whether Famous Players

Canadian Corporation would be interested in purchasing the theatre holdings, in the United States, of the Paramount company.

We do not know whether Famous Players has sufficient finance to make such a purchase; whether payment would have to be made in American dollars; whether our Foreign Exchange Control Board would permit the necessary export of such dollars, but if Divestiture becomes operative, in a final decree, we do believe that it would be more advantageous for Paramount, Warners, Loew's, 20th Century-Fox, R-K-O Radio to sell their theatre holdings to their Canadian companies. We do believe that such sales would bring millions of American Dollars into Canada, and would be a most profitable venture for Canada, which our Government should encourage.

Sufficient American dollars, for operational expenses, would necessarily remain in the United States, but the profits, less the payment of taxes, would come to the Canadian companies which would be in control.

It may be that there are other countries to be considered, but since Canada is part of the North American Continent, and such a friendly and close neighbor, Canada should receive preference in a consideration of Divestiture.

It all sounds fantastic, but no more fantastic than the recent Howard Hughes deal for R-K-O-Radio, whereby he purchased control of this company. It is no more fantastic than the Divestiture decree, should it become a final and obligatory decree.

Your editor sees an Open Door into Canada, should the defendants involved in the Divestiture proceedings, be compelled to sell theatre holdings, and as a shareholder and a partner of Famous I would approve such a deal.

—EDITOR.

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

277 VICTORIA STREET

TORONTO



# "You too can have that Vitamin M-G-M look!"



Do you wake up in the morning with that tired feeling? Do you see spots before your eyes when you read your box-office reports? *You* need Vitamin M-G-M! *You* need hits like "HOMECOMING" (*Gable-Turner wow!*) and "STATE OF THE UNION" (*Frank Capra's laugh hit*). Your theatre needs a Technicolor transfusion at the ticket-window, six in a row: "THE PIRATE" (*4th Big Week at Music Hall! First 2 weeks are the second all-time M-G-M Music Hall high!*); Irving Berlin's "EASTER PARADE" (*yes, it's as great as they say!*); "A DATE WITH JUDY" (*ditto!*); "SUMMER HOLIDAY" (*the vacation picture!*); "ON AN ISLAND WITH YOU" (*better than a cooling plant!*); "THREE MUSKETEERS" (*just wait and see!*). All this and "JULIA MISBEHAVES" (*Garson-Pidgeon reunited in a riotous romance*) and "A SOUTHERN YANKEE" (*Skelton's funniest of his career!*). Some product for the summer months!



**M-G-M has the pictures and Leo's Vitamin M-G-M is giving the entire industry a much-needed shot in the arm.**





## RAY PRESENTS



**A** PROPOS of the blast which the Movie Industry received in Hamilton, last week, from an elderly reverend, who attended a Presbyterian Conference, and which personal attack the Assembly, later, in a resolution pinned down as the personal opinion of one member, and not the opinion of the delegates, in Assembly, I am in receipt of a letter from Stan W. Andrews of the Capitol Theatre, Sudbury, which is of interest in connection with theatre community service and public relations.

*Quoting from Stan's letter, this is the goodwill story, "Towards the latter part of October, 1947, the Church of Christ The King in Sudbury, was completely gutted by fire. The congregation which comprises more than five thousand parishioners was left without a place of worship. While the Church was still smouldering, I called the Reverend Father Humphrey, Vicar General of Christ The King Church, and offered the facilities of our theatre to his congregation without any cost whatever. We supplied light, heat, and whatever staff was necessary to take care of the services that were to be held in the theatre. We even had an altar made to order for the service. This was an old candy counter that we had backstage.*

*"Since October last, Christ The King congregation has held, in our theatre, five masses every Sunday morning, and also Vesper services in the evening. In addition to the above, there were two masses every day during Lent, all holidays, and every First Friday of the month. Again I say the cost to the church and congregation has been nil. I might also point out that the masses in our theatre are playing to many more people than they did in their own church which seated only 750, as we seat 1419 people.*

*"The Christmas Eve Midnight Mass was held at the theatre which played to 1350 worshippers."*

**W**ORD soon spread around Sudbury in connection with the offer which Stan Andrews had made for services in the Capitol Theatre, and Stan received many letters, telephone calls, handshakes, in appreciation of his goodwill and co-operative gesture. At every Mass, the services, which Famous Players had extended, through its local manager, were mentioned in words of praise. As for Stan, members of the congregation assured him, that when he crossed the River Jordon, to take up his Eternal Anode, he would likely be made an Overseer, over those who, for their sins on earth, would be obliged to shovel coal.

*The services, at the Capitol, will continue until about the first of August, at which time the new church will be completed. Thanks, Stan, for not hiding your light under a bushel, and permitting us to Digest the story.*

*Many instances of such Community Services occur in our Industry, which takes its own services for granted, and while it is better to perform services humbly, sincerely and without fanfare, I believe that we should be acquainted with all such services, a record of them tabulated, and that the press should be given an opportunity to say something good about us, rather than headline every attack which is directed our way.*

**T**HE spiral ascent of the cost of living is no song of the lark, but sounds like a Bronx cheer, as soon as the meat embargo is lifted, and our cattle hoof it across the border. Life is no lark, but a business of grim and total budgeting for the people of Canada. What has started this train of thought is the recent report that retail beef

prices, in six weeks, since April 30th, have advanced 25 to 30%, in Toronto, with costs still going up, indicating that by July 1st there will be another 25 to 30% increase in retail prices.

In New York, on June 11th, popular cuts of beef reached an all-time high; eggs reached the high-time level in June for the past fourteen years.

*Eugene Schultz, Markets Commissioner, is reported as follows: "The pressure on the consumer's purchasing power grows heavier each day, and there is no assurance that the turning point is near. Porterhouse steaks sold as high as \$1.35 cents per pound; round steak averaged \$1.00 per pound; eggs, grade A, 75 cents per dozen; butter, 91 cents*

*In Toronto, those who deal in food supplies were quoted as saying that New York prices are likely to prevail here. Which reminds me to inspire showmen to note that the cheapest form of satisfying human hunger is by motion pictures.*

**W**HY pay \$1.40 a pound for a filet mignon? Eat a hamburger steak, at forty cents per pound, and spend the difference at a motion picture theatre. You consume the steak in fifteen minutes, the show lasts two and a half hours. Why spend 80 cents for a pound of prime rib roast, forty-seven cents for short rib roast, 37 cents per pound for stewing beef, 67 cents per pound for a sirloin or wing steak, 72 cents a pound for round steak, without beefing about it?

To housekeepers I say, wait 'til the cows come home, Maggie, until the beasties have brought their weight in gold, in American dollars into Canada, if that is the big idea for Canada, and is considered big by the Canadian Consumers.

*Meanwhile, while the cost of living climbs in Canada, the cost of Entertainment, as presented in motion picture theatres, maintains its low-price level, and is on the average less than the cost of a pound of hamburger steak.*

*A Dominion Government live-stock official has declared, "Beef has reached the highest price in the history of the country. If the United States market opens, we can expect the cattle price to increase by another 6 to 7 dollars per hundred weight".*

*Last June, 1947, live cattle per hundred weight, was offered at \$14.00; this June, it is being offered at \$24.00, which is an increase of over 70%.*

*When cabbages, last fall, sold at \$1.00 a head, the housewives made such a vociferous protest, that in the winter, cabbages sold at two pounds for nine cents.*

**L**OOK at our motion picture theatres. Millions of dollars are invested in luxurious comforts, conveniences, superlative service; thousands of dollars per week go into operational costs, multiple taxes, million dollar pictures, offered to the public at prices which are out of line with the entire advance in the cost of living.

Compare the attitude of our showmen, in relation to other industrialists and merchants, the latter who are taking advantage of the tempo of our time to take every penny out of the pockets of consumers, while our showmen strive always to keep theatre admission prices down.

*Is the Public aware of these facts? No, how can it be, when we, who have the greatest publicizing medium in the world, our Screen, never use it to tell our own story.*

*A good marquee title would be, "Why pay \$1.40 for a pound of steak when we offer you a banquet for forty cents?" Such a marquee would prove of public service. A poster, in front*

(Continued on Page 10)



# Toronto and District

By BILL PRESS

**B**ILL DINEEN, with the Tivoli Theatre for many years, was the unanimous choice once more for the presidency of the Toronto Local of the International Alliance of Theatrical Stage Employees. Dineen, who is a member of the 25 Year Club of Famous Players Canadian Corp., will be a representative of the union at the International convention which is to be held shortly in Cleveland, Ohio. John Nolan of Loew's Theatre, Toronto, was elected vice-president of the Toronto Local and the recording secretary is Jack Koster of the Royal Alexandra Theatre. Sam Meredith of Loew's is the financial secretary.

*The Rio Theatre, in downtown Toronto, had an unique mixture for a program which was labelled "Thrill Show". Among the various subjects were "Roaring Guns", "Bombing of Nagasaki", "Fish from Hell", "Highway Mania", Londos vs. Broncho Magurski and "Iced Lightning".*

Bob Maynard, manager of the Palace Theatre, Hamilton, went all out exploiting Eagle-Lion's special two-reeler, "The Royal Wedding Presents". Capitalizing on the unusual floral display shown in the feature, he promoted five Hamilton florists to insert a large ad in the Hamilton Spectator, the city's leading newspaper. The ad was timed to hit the paper on the opening of the show. Floral displays for the lobby were arranged and they were exhibited for the run of the show.

*Margaret Marshall, the 1947 Beauty Queen of Canada, paid a visit to her home city from New York, where she is studying at the Academy of Dramatic Art for a screen and stage career. The former cashier of the Victoria Theatre reported that she is receiving very thorough training in stage work.*

John Kurk, appointed manager of the Midtown Theatre, Toronto, some weeks ago, had his second crime experience when, on checking the theatre after closing time, he captured a man on the ledge outside of an upper window. The intruder, Morley Maginn of Corbett Avenue, was handed over to the police and was charged with attempted shop-breaking. Immediately after he had assumed management of the Midtown, Kurk experienced the robbery of his theatre.

*The 20th Century Glendale Theatre, Toronto, on Avenue Road, is presenting 15 double passes weekly in an advertising tie-up with a North Toronto community newspaper. The names, which are picked from directories and the voters' lists, are scattered through the newspaper's advertisements.*

The Canadian House of Commons is preparing to deal with new legislation dealing with the observance of Sundays, based on modern standards, which will mean the repeal of the ancient federal statute, the Lord's Day Act of 1859. It is just possible the new bill will make allowance for the Sunday exhibition of films such as has been done in the Province of Quebec for many years although in direct contravention of the 1859 law.

\* \* \*

*Harry Wilson, popular manager of the Capitol Theatre, Chatham, became a father for the fifth time. With the recent addition, a girl, the running total now stands at three boys and two girls.*

\* \* \*

Manager Len Bishop of the Tivoli Theatre, Toronto, has a new assistant manager in Frank Barbetta, transferred from the audit department of Famous Players' head office. Barbetta has returned to theatre operation after having started as an usher some time ago.

\* \* \*

*Irene Storey, cashier of the Victoria and Tivoli Theatres, has resigned after 24 years service with those two houses.*

\* \* \*

Barnet Laxer, independent Toronto exhibitor, is president, and Mort Margolius, F-P booker and manager of the College Theatre, is vice-president of the Toronto branch of the Hertzl Zion Club, world's largest Jewish organization. Esther Morgolius, wife of Mort, is seriously ill with pneumonia.

\* \* \*

*Recent Toronto holiday visitors were Martin Bochner, U-A Winnipeg office manager; Somer James, Alliance Winnipeg branch manager, and Molly Foreman, Alliance Montreal office manager.*

**The Canadian Moving Picture Digest**

Entered as Second Class Matter

**RAY LEWIS - - - Editor and Publisher**

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ROY LESTER.....	Montreal, Que.

A marriage of interest to the Toronto film colony occurred last week when Jackie Rosen, daughter of Doug Rosen, U-A Toronto branch manager, was married to Gurston Rosenfeld, son of Louis Rosenfeld, president and general manager of Columbia Pictures of Canada.

\* \* \*

*The playing of "The October Man" at the Fairlawn and Danforth Theatres, Toronto, was helped by the tie-in with Station CKEY for a mystery contest in keeping with the theme of the picture. A series of broadcasts gave slight clues to the problem story and successful guesses on the solution were rewarded with prizes.*

\* \* \*

Win Barron of Canadian Paramount News put over another box office winner when he arranged a complete coverage of the annual Toronto high-school field day which brought the students flocking to the theatres. A number of teachers co-operated by getting a schedule of bookings from Paramount Film Service for announcements to the pupils.

\* \* \*


*Lux Soap will run advertising campaigns in Canada, crediting Warner Brother films and stars. Pictures and stars featured include "Winter Meeting" and its star, Bette Davis; "Johnny Belinda", with Jane Wyman, and "Romance On The High Seas", starring Janis Paige.*

\* \* \*

F. W. J. Underhill, Fellow Of The Royal Photographic Society, and technical adviser to Associated Screen News in Montreal, was on loan to Meopta (Prague), Czechoslovakia, at the Canadian International Trade Fair, where he demonstrated and explained the intricacies of the cameras displayed.

\* \* \*

*The Northeast Drive-In Theatre, in the Toronto district, had an innovation for an automobile theatre in a program consisting of an all-cartoon show. This program was shown twice nightly for two evenings and there was quite a turnout of families in cars.*




**SOUND EQUIPMENT**

*The Golden Voice of the Silver Screen*

**Built for To-Day's Modern Theatre To Meet the Demands of To-Day's Progressive Exhibitor**

**IMMEDIATE DELIVERY**

**WRITE - WIRE - TELEPHONE**



**COMPANY LIMITED**

277 VICTORIA ST.      2027 BLEURY ST.  
TORONTO                      MONTREAL



"Hi, Jinx..."

"Hello, Tex..."



*JINX FALKENBERG AND TEX McCRARY,  
N.B.C.'s FAMOUS COUPLE, ARE BROADCASTING TO YOU  
THE NEWS ABOUT*

# Paramount Shorts *FOR 1948-'49*

Tex: Now that we're in Paramount shorts ourselves, Jinx, I feel right at home talking about them...



Jinx: And I'm happy to preview for my exhibitor friends how Paramount has streamlined its plans to give them more shorts that mean more entertainment ...and 60% of them in color.....



Tex: Yes, Jinx, Paramount found that audiences want **MORE 1-REEL SUBJECTS** and more cartoons - so.....



Jinx: And that means **MORE COLOR-CARTOONS** the public loves—**30 THIS YEAR INSTEAD OF 24** released last season...and a lot of them will be in that wonderful new Polacolor...



# Paramount

*WILL MAKE 70 SHORTS  
TOTALLING 70 REELS FOR 1948-'49*

Against 64 Shorts Totalling  
70 Reels Last Year  
Including These 30 Great Cartoons

## 8 POPEYE Cartoons

In Color

He's Popeye, The Boxoffice Man... so definitely a contemporary American folk-hero that he's a "must" on thousands of screens.



## 10

## NOVELTOONS

In Color

Accenting novelty, they've introduced a score of popular characters including Little Audrey, Herman the Mouse, Caspar the Friendly Ghost, Buzzy the Crow and many others.



## 12

## SCREEN SONG

Cartoons

In Color  
starring

## The Bouncing Ball

Audience-participation sensation that clicked in 1946, became a series in '47—and now, by popular demand, is increased from 8 to 12 releases.





Jinx: Can I tell about The Pace-makers, Tex? I'm thrilled that our 3 pictures will be part of this delightful series...



Tex: And don't forget the year-after-year achievements of the

**3 JERRY FAIRBANKS SERIES.**

They're great favorites with every member of every family...



## 12 Paramount Pacemakers

Produced by JUSTIN HERMAN

Double the number this year with at least half emphasizing music. Packed with big names like Tex and Jinx, Martin Block, Paul Whiteman, Ed Sullivan and Monica Lewis, to mention just a few.



## 6 Speaking of Animals

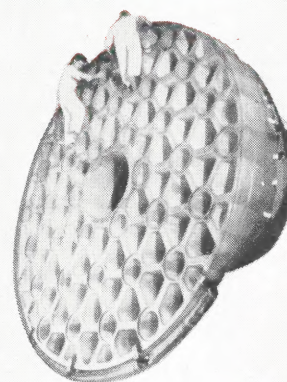


Spiced with such hilarious originality, they've won 2 Oscars and the laughter of all the millions who love animals — and fun.

## 6 Popular Science

In Color

New as the latest research, this series turns wonders of science into wonders of entertainment to thrill Mr. and Mrs. Average American.



## 6 Unusual Occupations

In Color

12th year of finding and filming fascinating professions and hobbies of people who make news by new ways to make a living.





Jinx: Do you think we'll ever equal the **28 years of popularity** achieved by the public's favorite sport series?...



Tex: News is my department, Jinx...so I want to say that no film news coverage can compare with...



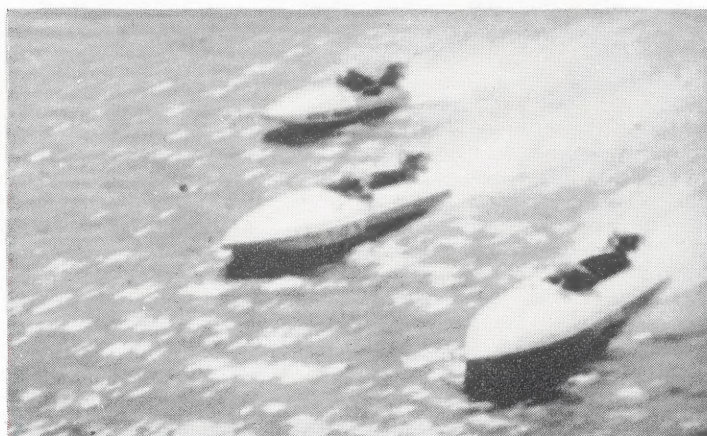
Jinx: Since we're a typical American family, Tex—let's make sure our favorite theatre in our home town, Manhasset, books all the



# 10 Grantland Rice Sportlights

Produced by JACK EATON

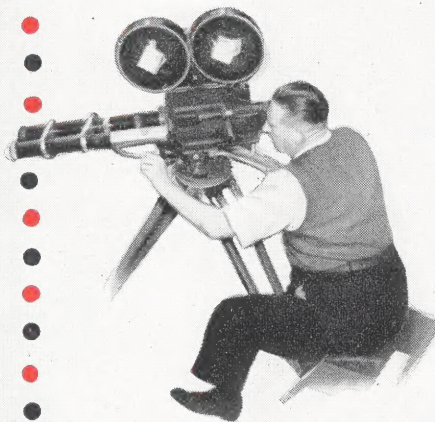
They're an industry institution... reports on sports that are both completely authoritative and dramatically entertaining...



# Paramount News

The Eyes and Ears of the World

104 Issues—Plus 52 issues of Canadian Paramount News



The Zoomar Lens, most important innovation in screen reporting since sound, makes Paramount News more dramatic than ever. Now from the local ball-park to the international conference table, *any* shot can be made a vivid, thrilling close-up... since this new magic eye has been added to the Eyes and Ears of the World.

# 70 Shorts

42 in color

8 series—plus Paramount News

# From Paramount

IN 1948-'49



## Radio Stars-Sport Scribes To Play Grudge Ball Game

The Toronto radio stars have accepted the challenge of the sports writers to a two inning soft ball game to precede the Variety Club charity game between Jersey City and Toronto Leafs on Monday, June 21st. The manager of the radio stars refuses to divulge his lineup at this time but states that he will put a team on the field that will do radio proud. Joe Perlove, manager of the sports writers, has announced a tentative lineup of his team as follows: Joe Perlove-manager, Bunny Morganson, Ted Reeve, Bobby Hewitson, Johnny Fitzgerald, George Laughlin, Annis Stukus, Red Burnett, Gord Campbell, Jim Coleman, Gord Walker, Jim Vipond, Appas Tappas, Don Cowie, Ed Fitkin, Phil Stone, George Jamieson, Spiff Evans.

Says Joe Perlove, manager of the sports writers team, "If we are allowed to come to bat first, the game will probably last three days . . . we are prepared to offer a substantial amount in cash for every one of our players who does not make at least two home runs in the first inning".

Johnny Wayne and Frank Schuster will act as umpires . . . Johnny will be behind the home plate and Frank will cover bases. Some objection has been raised by the sports writers that it is unfair to have both of the umpires from amongst the radio stars to which Wayne and Schuster have issued this combined statement: "The sports writers are only looking for an alibi . . . we intend to be impartial in every respect and the fact that we might personally favor the radio stars team will have nothing to do with our decisions on the baseball diamond. We will, however, state emphatically that we will personally eat any of the sports writers team that gets beyond first base".

Bookmakers have refused to quote odds on the game at this early date but one of the prominent men of the elite profession has intimated to this column that a meeting will be held early in the week to determine the exact odds. He is of the opinion that it should be approximately 100 to 1 on the sports writers provided Jim Coleman does not play on the team. When interviewed Coleman stated that in order to make a game of it the sports writers had agreed that all right handers would throw and bat left handed and vice versa.

The grudge two inning soft ball game will start at eight o'clock sharp and will be called, win, lose or draw, at eight thirty. The news reels will be on hand to cover the game and people throughout Canada will be able to see their favorite radio stars and sports scribes in action on the baseball diamond. The main event of the evening between the Leafs and Jersey City will get under way at eight forty.

## Tom Miller To Winnipeg As NFB Representative

Tom Miller, well-known Canadian newspaperman and theatrical representative in the National Film Board's Vancouver office for the past two years has been transferred to the NFB office in Winnipeg, it has been announced. From Winnipeg, Miller will supervise NFB theatrical affairs throughout British Columbia, the Prairies and North-Western Ontario. He replaces Sam Miles, who recently resigned to go into private business.

Veteran of World War II, Miller is a native of Calgary. He has been with NFB since 1945 when he retired from the Royal Canadian Regiment with the rank of captain after army service in England, Italy and North-Western Europe where he was twice wounded and mentioned in dispatches. Before he enlisted at the outbreak of war, he worked on newspapers in Calgary, Halifax and Hamilton. His brother, also a prominent Canadian newspaperman, is Hal Miller, now in Washington, D.C.

## RENAISSANCE FILMS TO PRODUCE 10 PIX

Renaissance Films Ltd., which recently opened its new studios on Cote des Neiges Road, Montreal, announces a 10 picture production program within the next two years. Distribution plans have been arranged.

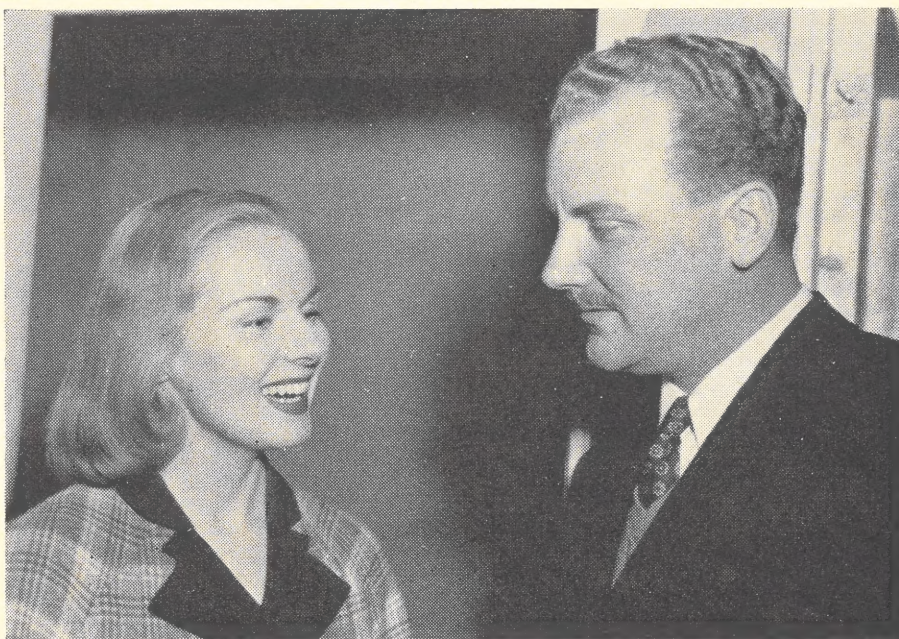
## Paramount Sales Meet Convened In Toronto

Paramount's Annual Canadian Sales Meeting took place June 15th and 16th, at Toronto, with Canadian General Manager, Gordon Lightstone presiding.

Branch Managers, Bookers and Salesmen from Paramount's 6 branches convened in the King Edward Hotel. Meetings were conducted from 9:30 to 5:30 on both days and the convention terminated in a 25 Year Club Induction Dinner for Mabel May on the evening of June 16th.

Representing Paramount Pictures Home Office, Oscar Morgan, Sales Manager of the Short Subject Department and Paramount Newsreel flew in from New York.

Those attending the meeting are: New York: Oscar Morgan, Home Office; Gordon Lightstone, W. J. O'Neill, Secretary Treasurer; Win Barron, Public Relations; H. Q. Burns, Ad Sales. Toronto: R. Simpson, Branch Manager; A. Hersh, Salesman; C. Murphy, Booker; A. Theurer, Booker; G. Cass, Short Subject Booker. Montreal: T. Dowbiggin, Branch Manager; R. Goudreau, Salesman; W. Young, Booker. Saint John: P. J. Hogan, Branch Manager; R. A. Thorne, Booker. Winnipeg: S. Gunn, Branch Manager; R. Lightstone, Salesman; E. Huber, Booker. Calgary: W. O. Kelly, Branch Manager; L. J. Moore, Salesman; W. L. Gibson, Booker. Vancouver: R. Murphy, Branch Manager; M. Stevenson, Booker.



Shown with British film star Ann Todd, on one of the J. Arthur Rank studio lots in England, is Wannie Tyers, manager-elect of the new Odeon-Toronto Theatre. The informal shot was taken during Tyers recent trip to England, where he studied British theatre management and visited various Rank studios to look over production and completed product that will show in the Odeon-Toronto. The appointment of Mr. Tyers, veteran Odeon employee, to the management of this top Canadian theatre assignment, culminates several years in the circuit's ace houses. The new Odeon-Toronto, now nearing completion at an estimated cost well in excess of a million dollars, will be the circuit's showcase for British product. The theatre, which will introduce many innovations and unusual services, is claimed to be one of the continent's outstanding cinemas. Its opening in early September will undoubtedly be a spectacular industry event attended by leading personalities of show business from both sides of the Atlantic. Tyers returned to Canada immediately after attending the world premiere of "Hamlet". He expressed high praise for British theatres and management and intends to introduce many of the ideas and services which have made British cinemas and management so successful throughout the British Isles.



## Maritime News

By A. L. FAIRWEATHER

THEATRES in the Maritimes are feeling a bit of a "let-down", at the present time, as business is described as "a little dull". Good audiences were seen on the two recent public holidays but no reports of very large crowds have come in. While the cool weather prevails, patrons are not seeking the country places quite as generally and this will rebound to the theatres' benefit.

\* \* \*

*There is a new theatre now under construction at Alberton, P.E.I., with J. F. White in charge. It is to be called The Princess Pat.*

The Casino and Garrick Theatres at Halifax have been completely remodelled and modernized. A. I. Gars-on, Saint John, Odeon Eastern Supervisor, has been in Halifax for some weeks supervising the improvements. J. McLaggan is manager of the Casino and Henry deVoe is manager of the Garrick.

\* \* \*

*"Johnny Belinda" (Warner Bros.) was screened at Saint John recently and was highly praised by those who saw it. The special interest to Maritimers is that it is the story of a Nova Scotia girl, who is a deaf mute.*

J. Lieberman, B & L Theatres, has been on a trip through the Annapolis Valley, N.S., looking over the theatres of the B & L chain. At Annapolis Royal he inspected the improvements made at the Capitol Theatre there, formerly called the King Theatre, of which the manager is Mrs. Scragg. Mr. Lieberman visited theatres at Windsor, Shelbourne and Lockport, N.S.

\* \* \*

*Mr. and Mrs. R. G. March have been on an extended motor trip on Mr. March's vacation. Returning they brought their married daughter with them to Saint John from Toronto. Mr. March is manager for 20th Century-Fox in Saint John.*

## RAY PRESENTS

(Continued from Page 3)

*of the theatre, could list some food prices and our own prices of admission for an evening's entertainment.*

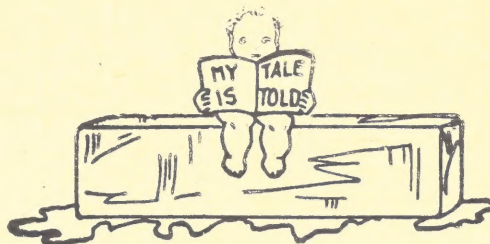
SOME merchants may be offended, but are you not offended at the mounting costs of living, which are decreasing your revenue at your theatres?

If the costs go up, your receipts will definitely go down. People have to eat, and if you were a father would you buy food for your children, or go to the movies? The answer is obvious. By helping to make the public conscious of the abnormal rise in the cost of living, you are performing a public service. Cabbages cannot come down from \$1.00 a head, in a period of sixty days, to two pounds for nine cents, unless the \$1.00 a head for cabbage was just another get-rich-quick scheme.

*Taking into consideration world-war conditions, why should the people of England be able to get all the fresh vegetables they want, at moderate prices, while we pay a dollar a head for a cabbage, and at present, 75 cents a pound for*

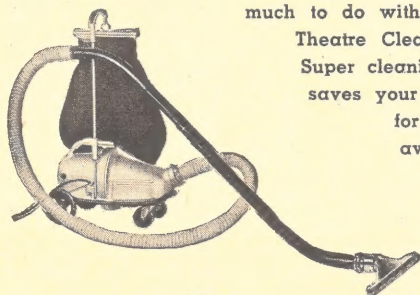
*tomatoes? Tomatoes were, at one time, so cheap, we, the public threw them at cheap politicians and ham actors.*

*I am not in favor of increased admission prices to our theatres; I am in favor of decreased prices, through the elimination of the Amusement Tax, but why should the most attacked industry in the world, be conspicuous because of its low-priced admissions, while prices soar for food, not delicacies, but the lovely hamburger steak, and stewing beef?*



## SAVE THAT CARPET

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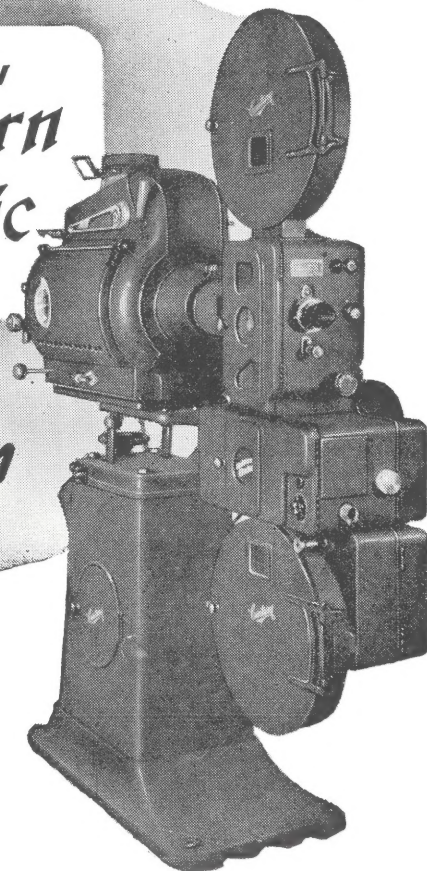
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Capitol	Bridgewater, N.S.
Odeon	North Sydney, N.S.
Russell	Glace Bay, N.S.
Star	Lewisville, N.S.
Paramount	Cambellton, N.B.
Green's	Florenceville, N.B.
Knights	Grand Manan, N.B.
Capitol	Chatham, N.B.
Mayfair	Port Elgin, N.B.
Lido	Montreal, Que.
Bijou	Montreal, Que.
Rialto	Montreal, Que.
Ritz	Montreal, Que.
Comeo	Montreal, Que.
Cremazie	Montreal, Que.
Pointe Claire	Pointe Claire, Que.
Rheo	St. Tite, Que.
Capitol	Chicoutimi, Que.
Canadian	St. Joseph d'Alma, Que.
Palace	Grand'Mere, Que.
Madelon	
.....Cap de la Madeleine	Que.
Cinema de Paris	Sherbrooke, Que.
Laurentian	Mont Laurier, Que.
Baie St. Paul	Baie St. Paul, Que.
Hollywood Annex	Toronto, Ont.
Queensway Studios	Toronto, Ont.

THEATRE	LOCATION
E. P. Taylor Residence	
.....	Toronto, Ont.
Brighton	Toronto, Ont.
Beam	Beamsville, Ont.
Imperial	Humberstone, Ont.
Glebe	Ottawa, Ont.
Roxy	Chesley, Ont.
Majestic	Dressdon, Ont.
Haro	Harrow, Ont.
Roxy	Markham, Ont.
Centre	St. Catharines, Ont.
Capitol	Meaford, Ont.
Strand	Beaverton, Ont.
Wrinkler	Wrinkler, Man.
Park	Winnipeg, Man.
Garrick	Winnipeg, Man.
Lux	Hudson Bay, Sask.
Lux	Humboldt, Sask.
LeRoy	LeRoy, Sask.
Community Hall	Esterhazy, Sask.
Mayfair	Cardston, Alta.
Capitol	Grande Prairie, Alta.
Roxy	High Prairie, Alta.
Beaver Lodge Community	
Centre	Beaver Lodge, Alta.
Westlock	Westlock, Alta.
Van Isle	Cambell River, B.C.
Vogue	Fernie, B.C.
Pacific Mills	Ocean Fall, B.C.

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## \* Capital Story \*

By WILL McLAUGHLIN

A LARGE group of theatre managers and friends were present at the Nelson Theatre to honor Leonard McGuire, manager of the Somerset Theatre, who is being married shortly. Frank Gallop, manager of the Glebe and secretary of the Ontario Motion Picture Theatres Association (Eastern Division) presented Len with the latest model portable radio. Other presentations were made to Isser Singerman, who leaves the Rideau Theatre here to become manager of the Family Theatre, Toronto, and to Ernie Taylor, former assistant manager of the Imperial and Elgin Theatres, who has been promoted to manager of the Park Theatre, Chatham, Ontario. Don Watts returns to Ottawa as manager of the Rideau. Another theatre change, which was announced exclusively in the Ottawa Evening Journal several weeks ago and later confirmed by 20th Century Theatres, is the return of Les Jeffries as assistant manager of the Elgin Theatre.

\* \* \*

*Hugh Parker's Stage Society professional company has decided to remain at the La Salle Academy Theatre for the summer months instead of going on a tour of Eastern Ontario one-night stands as originally planned. The reason? Better business after a very poor start of the project. Current attraction is "Flarepath", with "A Pig in a Poke" to follow. Mr. Parker turned down an offer from Ernie Rawley for the stage society company to appear next month at Toronto's Royal Alexandra Theatre.*

\* \* \*

Ottawa's leading first-run theatres and many of the subsequent neighborhood spots presented special midnight-before-Monday shows in celebration of the King's Birthday. These late-hour shows always attract large audiences because of the city's special situation as the Capital. A large portion of night-seekers of entertainment is comprised of Civil Servants who don't have to worry about the office stint on a government holiday.

\* \* \*

*The Italian-made opera, "Lucia di Lammermoor", which was booked into Odeon's Glebe Theatre for one week, was pulled after three days of poor business, despite manager Frank Gallop's extra newspaper and radio advertising campaign and the Glebe's "Free Silverware" nights.*

\* \* \*

Louis Gauthier, manager of the Carrier Theatre, Hull, was in charge of arrangements for the monthly meeting of the Eastern Division of the Motion Picture Theatres Association, held at Madame Burger's.



